



PATENT APPLICATION

Attorney Docket No. 1000172-0003

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Wolf, et al.)
Application No.: 09/781,788)
Filed: February 12, 2001)
Title: Advertising Method and System)
Group Art Unit: 3622)
Examiner: Jean D. Janvier)

Certificate of Express Mailing

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August 24, 2004

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RESPONSE TO OFFICE ACTION AND ELECTION

Hon. Director of the United States Patent and Trademark Office
Attention: Commissioner for Patents
P. O. Box 1450, Alexandria, VA 22313-1450

Dear Sir:

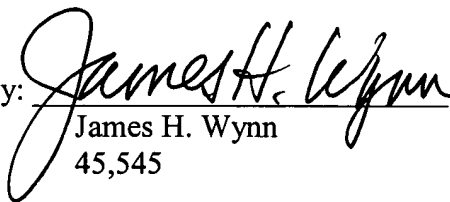
In response to the Office Action with a mailing date of July 1, 2004 issuing a restriction as between claims 1-11 and claims 12-15 the Applicants elect to proceed with examination of claims 1-11. Applicants will file a divisional application for claims 12-15.

A check in the amount of \$55.00 made payable to the United States Patent and Trademark Office for the extension for response within the first month is attached. Any other

fees that are due in connection with this correspondence can be charged to Deposit Account No.
122144 which is in the name of Lord, Bissell & Brook.

Respectfully submitted,

LORD, BISSELL & BROOK LLP

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August 24, 2004
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